

ORDER



Orders
Order / Rev: 703225 - 2
Alt Order #: 06257012
Product Desc: OBAMA FOR AMERICA
Estimate: 1523
Flight Dates: 08/14/12 - 09/03/12
Original Date / Rev: 07/27/12 / 08/02/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact: K Keuleman
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	71	\$97,940.00	\$83,249.00
08/27/12	09/03/12	49	\$72,720.00	\$61,812.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	71	\$97,940.00	\$83,249.00	0.00
September 2012	49	\$72,720.00	\$61,812.00	0.00
Totals	120	\$170,660.00	\$145,061.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTSP-TV	23%	\$170,660.00
Market	100%	\$742,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	22%	\$163,240.00
WFTS	19%	\$140,980.00
WMOR	1%	\$7,420.00
WTOG	0%	\$0.00
WTTA	1%	\$7,420.00
WTVT	32%	\$237,440.00
WVEA	0%	\$0.00
WWSB	2%	\$14,840.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/14/12	09/03/12	LN (M-F)	CM	M-F 11-1135p	MTWTF--	:30	2	\$2,000.00	P-3	0.00	NM	6	\$12,000.00
10 NEWS-11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--			2			\$2,000.00		0.00			
Week:		08/21/12	08/27/12	MTWTF--			2			\$2,000.00		0.00			

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WTSP-TV

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1	WTSP	08/14/12	09/03/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p MTWTF--	:30	2	\$2,000.00	P-3	0.00	NM	6	\$12,000.00
10 NEWS-11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	MTWTF--				2	\$2,000.00		0.00			
2	WTSP	08/14/12	09/03/12	Price Is Right Price Is Right	CM	11a-12p MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	6	\$7,200.00
THE PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--				2	\$1,200.00		0.00			
Week:		08/21/12	08/27/12	MTWTF--				2	\$1,200.00		0.00			
Week:		08/28/12	09/03/12	MTWTF--				2	\$1,200.00		0.00			
3	WTSP	08/14/12	09/03/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p MTWTF--	:30	3	\$1,100.00	P-2	0.00	NM	9	\$9,900.00
10 NEWS-NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--				3	\$1,100.00		0.00			
Week:		08/21/12	08/27/12	MTWTF--				3	\$1,100.00		0.00			
Week:		08/28/12	09/03/12	MTWTF--				3	\$1,100.00		0.00			
4	WTSP	08/14/12	09/03/12	M-F 4-5p Dr. Phil	CM	4-5p MTWTF--	:30	4	\$800.00	P-2	0.00	NM	12	\$9,600.00
DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--				4	\$800.00		0.00			
Week:		08/21/12	08/27/12	MTWTF--				4	\$800.00		0.00			
Week:		08/28/12	09/03/12	MTWTF--				4	\$800.00		0.00			
5	WTSP	08/14/12	09/03/12	M-F 5-530p 5-530p 10 News	CM	5-530p MTWTF--	:30	1	\$800.00	P-2	0.00	NM	3	\$2,400.00
10 NEWS-5PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--				1	\$800.00		0.00			
Week:		08/21/12	08/27/12	MTWTF--				1	\$800.00		0.00			
Week:		08/28/12	09/03/12	MTWTF--				1	\$800.00		0.00			
6	WTSP	08/14/12	09/03/12	M-F 530-6p 10 News at 530p	CM	530-6p MTWTF--	:30	1	\$800.00	P-2	0.00	NM	3	\$2,400.00
10 NEWS-530P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--				1	\$800.00		0.00			
Week:		08/21/12	08/27/12	MTWTF--				1	\$800.00		0.00			
Week:		08/28/12	09/03/12	MTWTF--				1	\$800.00		0.00			
7	WTSP	08/14/12	09/03/12	M-F 6-7a 6-7a 10 News	CM	6-7a MTWTF-- (6:00 AM-6:30 AM)	:30	2	\$400.00	P-2	0.00	NM	6	\$2,400.00
10 NEWS-6AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--				2	\$400.00		0.00			
Week:		08/21/12	08/27/12	MTWTF--				2	\$400.00		0.00			
Week:		08/28/12	09/03/12	MTWTF--				2	\$400.00		0.00			
8	WTSP	08/14/12	09/03/12	M-F 6-7a 6-7a 10 News	CM	6-7a MTWTF-- (6:30 AM-7:00 AM)	:30	2	\$400.00	P-2	0.00	NM	6	\$2,400.00
10 NEWS-6AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--				2	\$400.00		0.00			
Week:		08/21/12	08/27/12	MTWTF--				2	\$400.00		0.00			
Week:		08/28/12	09/03/12	MTWTF--				2	\$400.00		0.00			
9	WTSP	08/14/12	09/03/12	CBS This Morning CBS This Morning	CM	7-9a MTWTF-- (7:00 AM-8:00 AM)	:30	4	\$400.00	P-2	0.00	NM	13	\$5,200.00
COMMENTS APPLY TO SUB LINES A THRU B CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--				4	\$400.00		0.00			
Week:		08/21/12	08/27/12	MTWTF--				4	\$400.00		0.00			
Week:		08/28/12	09/03/12	MTWTF--				5	\$400.00		0.00			
10	WTSP	08/14/12	09/03/12		CM	730-8p MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	3	\$3,600.00

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17	WTSP	08/18/12	09/01/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a -----S-	:30	1	\$320.00	P-2	0.00	NM	3	\$960.00
				CBS THIS MORNING - SAT										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1			\$320.00		0.00			
		Week: 08/20/12	08/26/12	-----S-		1			\$320.00		0.00			
		Week: 08/27/12	09/02/12	-----S-		1			\$320.00		0.00			
18	WTSP	08/18/12	09/01/12	Sat Prime B Sat Prime B	CM	Sat 9-10p -----S-	:30	1	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
				CRIMETIME SATURDAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1			\$4,000.00		0.00			
		Week: 08/20/12	08/26/12	-----S-		1			\$4,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WTSP	08/20/12-08/26/12	Sat Prime B		Sat 9-10p	-----Sa--	:30	(\$4,000.00)		0.00	NM		
				Credited										
				[mg line 30 bucs fb 8/17]										
		Week: 08/27/12	09/02/12	-----S-		1			\$4,000.00		0.00			
19	WTSP	08/19/12	09/02/12	LN (Su) Late News (Su)	CM	Su 11-1135p -----S	:30	1	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
				10 NEWS-11P SU										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1			\$2,000.00		0.00			
		Week: 08/20/12	08/26/12	-----S		1			\$2,000.00		0.00			
		Week: 08/27/12	09/02/12	-----S		1			\$2,000.00		0.00			
20	WTSP	08/19/12	09/02/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p -----S	:30	1	\$700.00	P-3	0.00	NM	3	\$2,100.00
				10 NEWS-SU										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1			\$700.00		0.00			
		Week: 08/20/12	08/26/12	-----S		1			\$700.00		0.00			
		Week: 08/27/12	09/02/12	-----S		1			\$700.00		0.00			
21	WTSP	08/30/12	08/30/12	Thu Prime C Person of Interest	CM	Thu 10-11p ---T---	:30	1	\$11,000.00	P-2	0.00	NM	1	\$11,000.00
				THE MENTALIST										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	---T---		1			\$11,000.00		0.00			
22	WTSP	08/14/12	08/14/12	Tue Prime A NCIS	CM	Tue 8-9p -T-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
				NCIS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-T-----		1			\$10,000.00		0.00			
23	WTSP	08/29/12	08/29/12	Bucs Primetime Game Bucs Primetime Game	CM	730-1030p --W----	:30	2	\$4,000.00	P-4	0.00	NM	2	\$8,000.00
				(7:30 PM-11:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--W----		2			\$4,000.00		0.00			
24	WTSP	08/17/12	08/24/12	Bucs Primetime Game Bucs Primetime Game	CM	730-1030p ----F--	:30	2	\$4,000.00	P-4	0.00	NM	4	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----F--		2			\$4,000.00		0.00			
		Week: 08/20/12	08/26/12	----F--		2			\$4,000.00		0.00			
25	WTSP	08/19/12	08/26/12	Sun Prime A 60 Minutes	CM	7-8p -----S	:30	1	\$5,000.00	P-3	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1			\$5,000.00		0.00			
		Week: 08/20/12	08/26/12	-----S		1			\$5,000.00		0.00			
26	WTSP	08/17/12	08/24/12	Bucs Pre-Game Bucs Pre-Game	CM	Bucs Pre-Game ----F--	:30	1	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----F--		1			\$1,000.00		0.00			
		Week: 08/20/12	08/26/12	----F--		1			\$1,000.00		0.00			

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27	WTSP	08/29/12	08/29/12	Bucs Pre-Game Bucs Pre-Game	CM	Bucs Pre-Game	--W----	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	--W----		1			\$1,000.00		0.00				
28	WTSP	08/20/12	08/27/12	7-730p Inside Edition	CM	7-730p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	M-----		1			\$1,200.00		0.00				
	Week:	08/27/12	09/02/12	M-----		1			\$1,200.00		0.00				
29	WTSP	08/21/12	08/24/12	7-730p Inside Edition	CM	7-730p	-TWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-TWTF--		1			\$1,200.00		0.00				
30	WTSP	08/17/12	08/17/12	Bucs Primetime Game Bucs Primetime Game	CM	730-1030p	----F--	:30	1	\$4,000.00	P-4	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	----F--		1			\$4,000.00		0.00				
31	WTSP	09/01/12	09/01/12	10 News Special 10 News Special	CM	10 News Special	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	-----S-		1			\$700.00		0.00				
Totals													120	\$170,660.00	